

Maxim

MDCTO-0109

Summary Information

Maryland Primary Care Program, 2018 Application Cycle

CTO Overview

CTO Information				
Application ID Number	MDCTO-0109			
Status of the Proposed CTO	The proposed CTO is owned and operated by a healthcare organization and is currently in existence.			
Organization Site Name	Maxim Healthcare Services			
DBA Name	Maxim			
Website (if applicable)	https://www.maximhealthcare.com/our-services/population-health-and-wellness/community-based-care-management			
Ownership & Legal Structure				
Owned by Health Care Organization	No			
Name of Parent Organization	N/A			
Legal Structure	Profit corporation: Maxim is a nationwide for profit healthcare services corporation.			
Service Area				
Counties Served	Anne Arundel County; Baltimore County; Baltimore City; Harford County; Howard County; Montgomery County; Prince George's County			
Partnerships				
Formal Partnerships	Formal: - Univ of MD St. Joseph Medical Center - Univ of MD Medical System Health Plans: Univ of MD Health Advantage Informal partnerships include but are not limited to: -- Baltimore City/County Health Depts -- Meals on Wheels -- Community First Choice -- Catholic Charities of Baltimore -- Ashley Addiction Treatment Center -- Maryland Access Point -- Bayview Medical Center’s ElderPlus/PACE Program -- Visiting Nurses Association			
Informal Partnerships	N/A			
Services Offered				
Tele-diagnosis	Planned for future			
Tele-behavioral health	Planned for future			
Tele-consultation	Planned for future			
Remote Monitoring	Planned for future			
Other	Currently in place			
HIT				
CRISP Connectivity	We use CRISP to view data.; We send administrative encounter data to CRISP on a regular basis.			
HIT Product Name	Care C2 (enterprise-level platform)	Maxim Care Mobile (electronic visit verification and documentation)	homeAlign-custom product for integrating home and community-based services	Vision (EHR)
HIT Vendor	Leidos	Maxim Healthcare Services	Leidos	Netsmart

Care Team Members

Category	Currently in place: How many?	Planned for future: How many?
Administrative Support	1048	N/A
Behavioral Health Counselor	1478	N/A
Billing/Accounting Support	109	N/A
Care Managers - RNs	11826	N/A
Care Managers - Medical Assistants	327	N/A
Care Managers - Other	N/A	N/A
Community Health Workers	118	N/A
Data Analysts	37	N/A
Health IT Support	5	N/A
Licensed Social Workers	139	N/A
Nutritionist	9	N/A
Pharmacists	72	N/A
Practice Transformation Consultants	N/A	N/A
Psychiatrist	92	N/A
Psychologist	70	N/A
Other	N/A	N/A

Vision

For 30 years, Maxim Healthcare Services (Maxim) has been a patient-centered organization providing comprehensive healthcare services across the continuum of care, including home healthcare, behavioral care, healthcare staffing, personal caregiving, and population health and wellness solutions. Additionally, our experience in recruiting, training, and managing the full spectrum of caregiver types enables us to care for complex and medically fragile patients across the healthcare spectrum. We are thus able to integrate and coordinate with providers, practices, and community and social resources to ensure patients remain engaged with the system, have access to appropriate care, and remain adherent to care plans and medical instructions. Maxim understands the challenges that arise when managing patients in home- and community-based settings. In addition to difficulties in managing complicated medical diagnoses, many patients and their families and caregivers also simultaneously face barriers to stabilization and maintenance at home stemming from behavioral, functional or environmental, and psychosocial challenges. As a CTO, Maxim will adapt our existing Community-Based Care Management (CBCM) model, which currently operates throughout the Baltimore region, to achieve improved health and wellbeing using an interdisciplinary care management team of case managers, registered nurses, social workers, behavioral health specialists, and community health workers (CHWs). We will also borrow characteristics from a recent partnership with a statewide MCO in Pennsylvania to provide both face-to-face and telephonic case management services to improve care coordination for members across the regions we propose to service. We will assist patients and practices with care management by, among other activities, providing care coordination support to facilitate connections to appropriate providers, health and nutrition counseling services, behavioral health support, connections to community and social services support, health education, and transportation services. Our proposed program model will involve a team-based approach in coordination and partnership with practices and providers. Together, we will risk stratify patients and then telephonically engage during the outreach stage. Subsequently, we will follow that with a comprehensive in-home assessment focused on total patient wellness. Based on the results of the assessment and together with the practices, we will develop a customized care plan of each patient's unique challenges with specific interventions to be executed by our interdisciplinary care management team in the patient's home and community as well as telephonically when necessary. We will also conduct periodic reassessments to ensure our care plan interventions reflect the patient's current needs and we are properly supporting them to better manage and maintain their health. Additionally, by forging relationships with non-traditional community stakeholders and care providers while sharing resources, Maxim's program addresses the total health of a population, helping providers and practices and their respective communities realize and actualize their health goals. All of this will include data integration with existing claims information, health risk assessments (HRAs), and other sources to identify and assess health risk and trends for members. Maxim has realized significant success with our innovative and flexible approaches to Community-Based Care, and our program in Towson consistently reports over 60% reduction in readmissions for its high-risk patient population. Maxim is confident that our program has the necessary operations and healthcare personnel resources required to assist practices in transforming patient care in Maryland.

Approach to Care Delivery Transformation

Care management is an essential component of Maxim's approach as a CTO. We utilize an interdisciplinary team operating under clinical supervision to review and analyze our population's risk status and to identify appropriate care plan interventions. Access to appropriate providers, resources, and caregivers ensures continuity of care across transitions and reduces potentially-avoidable high-cost healthcare utilization (hospital/urgent care visits) by connecting patients to more appropriate providers and settings like primary care and specialty practices. We ensure patients have appropriate care plans and coordinate families, caregivers, and providers to assist patients in treating newly-diagnosed conditions and better managing existing comorbidities. It is important that these efforts be concentrated on empowering patients to better manage their own health through appropriate education and activities. To do this, we leverage innovative workforces such as CHWs to address nonmedical factors which can contribute to poor health outcomes. Person-centered care produces improved patient and caregiver experiences and is a hallmark of our strategy. This approach allows us to assist with a patient's medical comorbidities but also address the other factors and barriers patients face, including behavioral, functional/environmental, and social determinants of health obstacles. The value here is we can help remove barriers to adherence that must be addressed (e.g., lack of insurance or transportation) before the patient can be consistently compliant with medical directives. We can transport patients to and attend appointments to ensure patient education is reinforced and relevant questions are answered. Our face-to-face approach in the patient's home and community also enables us to identify hidden challenges that are not easily discovered in other clinical settings. By communicating this information to providers, we can ensure seamless transitions and better health.